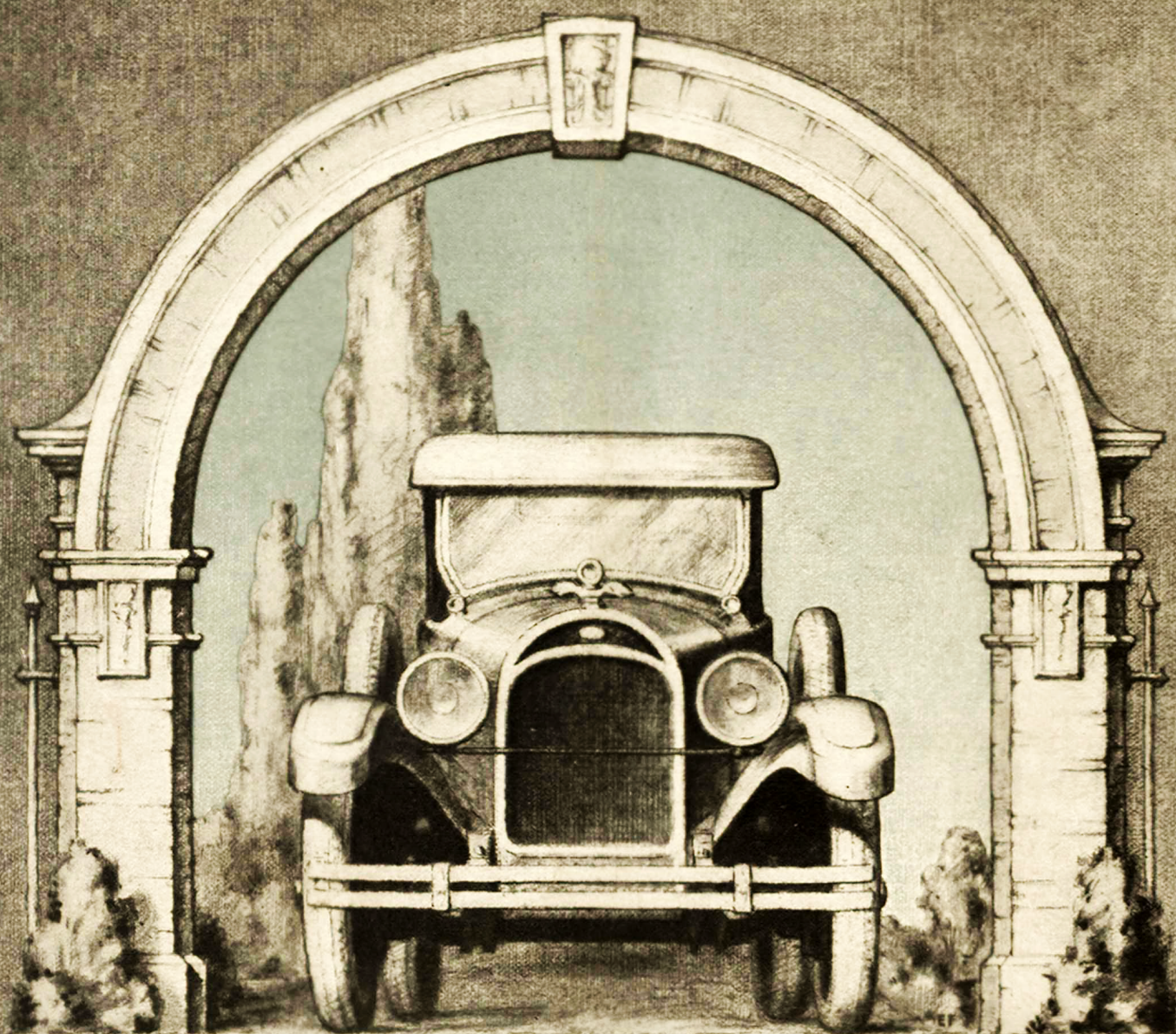




DAVIS MOTOR CARS
1925

GEO. W. DAVIS MOTOR CAR CO. RICHMOND, IND., U.S.A.



It's a Real Car All the Way Through!

DELIGHTFUL individuality and distinction of finish are blended in Davis motor cars for 1925, with the sound design and proved construction, that evidence the ripe experience and helpful knowledge gained by the George W. Davis Motor Car Company in its twenty-three years of successful manufacturing.

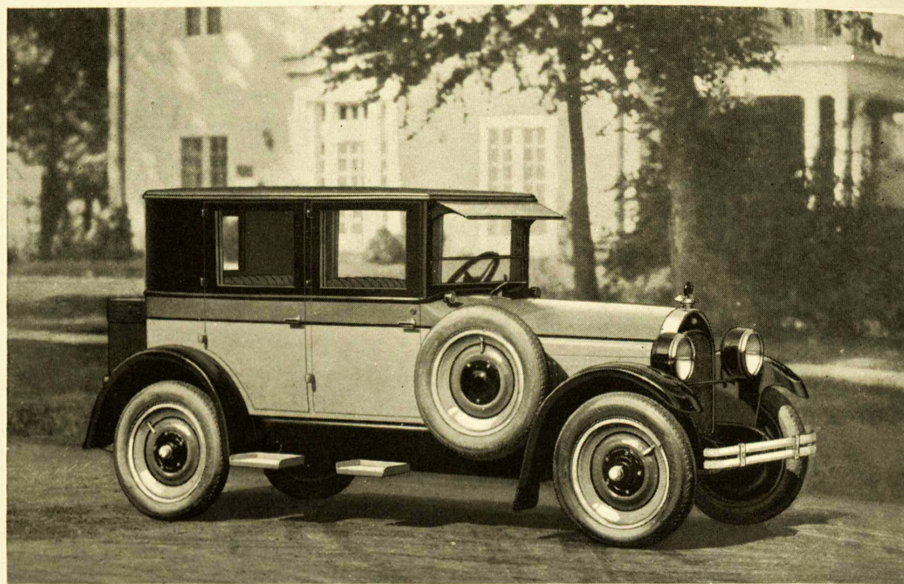
To those whose knowledge of motor cars is more than skin deep, the exceptional value and trustworthiness of the 1925 Davis will be most readily apparent. It does not abound in knick-knacks which serve no purpose—yet no feature has been overlooked which will contribute to the peace of mind, and comfort of body, of the driver and occupants. The Davis is designed and built to withstand the hardest usage, without fear of consequences—to give long-lived, satisfactory, trouble-free transportation. We have built with this in mind, and we believe that we have succeeded well.

THE TWO SERIES

Davis Motor Cars for 1925 are built in two series—the Series “90”, a light six with six body styles, and the Mountaineer Series “91”, a larger and more powerful car, with five body styles.

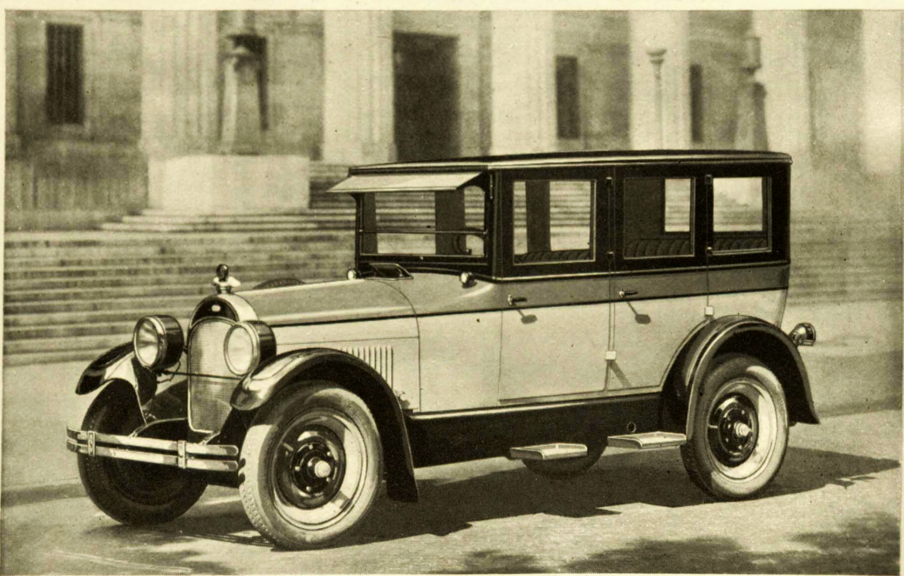
In the Davis Series “90”, the light six has been brought to a high state of perfection. Light, powerful, perfectly balanced, it is a car whose performance will more than fulfill the desires and expectations of the great majority of motorists. The Series “90” is powered with the Continental Red Seal 7-U Motor, in which quick getaway, smooth, practically vibrationless power at high speed, and ability to take the steepest hills, are combined with unusual economy in gasoline and oil consumption.

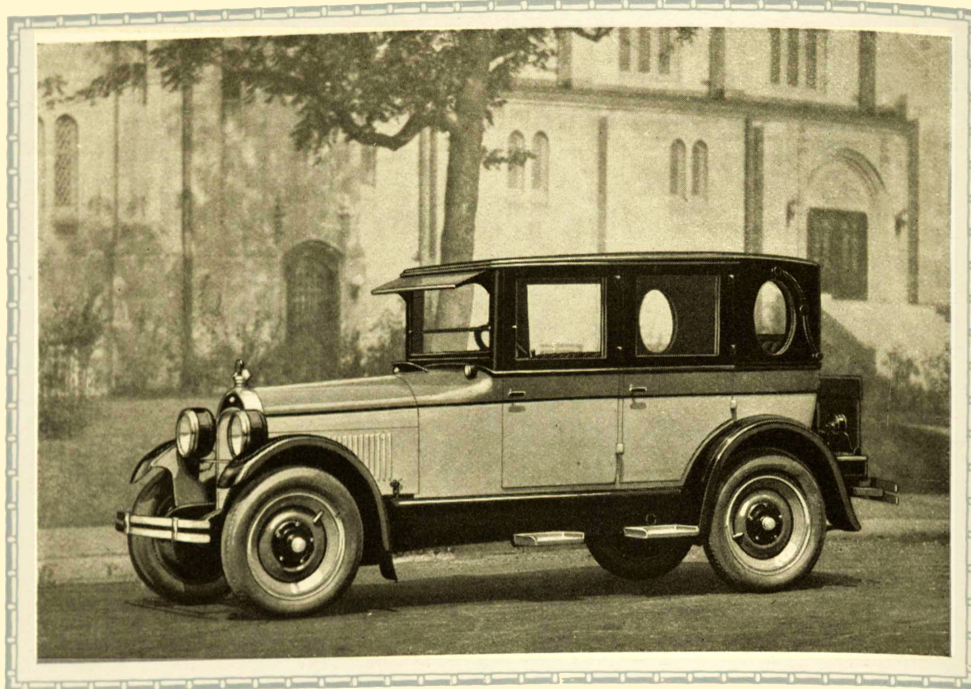
The Davis Mountaineer Series “91”, although of longer wheel-base than the Series “90”, is characterized primarily by the *un-usual power* it possesses in proportion to its weight. Sturdily



SERIES 90 UTILITY BROUGHAM (above). A remarkable value in a year-around car. Dual-Tone finish of either Gray or Green, optional. Fenders, chassis, black enamel. Nickered radiator. Bumper and trunk, extra.

SERIES 90 SEDAN, (below). The embodiment of conservative elegance and distinction. Finished in Dual-Tones of either Gray or Green, optional. Fenders, chassis, black enamel. Nickered radiator.





SERIES 90 BERLINE SEDAN. An aristocrat among aristocrats. Finished in Dual-Tones of either Gray or Green, optional. Fenders, chassis, black enamel. Nickered radiator.

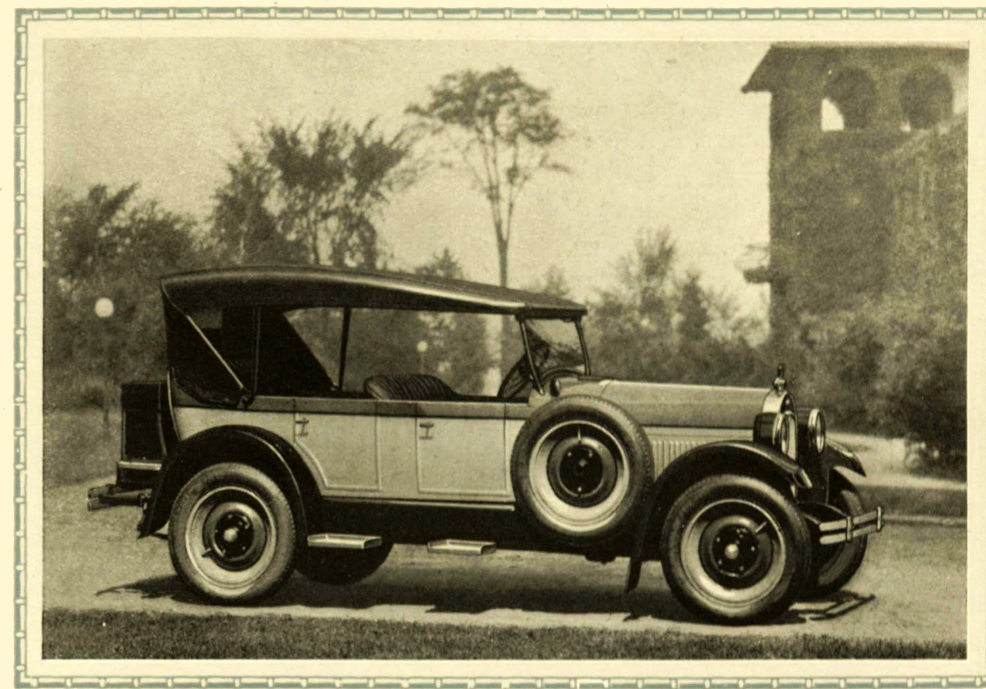
constructed, the Mountaineer is a car for those motorists who demand a large reserve of power and speed—a car of the utmost stamina, that can be driven hard and consistently, regardless of road or weather. The Continental Red Seal 8-R Motor used in the Mountaineer Series “91” develops sixty-eight horsepower—and is untiring in its ability to withstand hour after hour of steady, fast driving.

The Davis chassis embodies the most advanced principles of motor car design and construction. It incorporates the finest specialized units the world offers—Timken, Delco, Continental, are typical—all perfectly co-ordinated by Davis engineering skill.

HYDRAULIC 4-WHEEL BRAKES

Lockheed Hydraulic Four-Wheel Brakes have been made standard on Davis motor cars for 1925. Davis is among the first to adopt this braking equipment as standard—an action to be ex-

{ Davis buys with cash. Davis owes no man an overdue dollar }



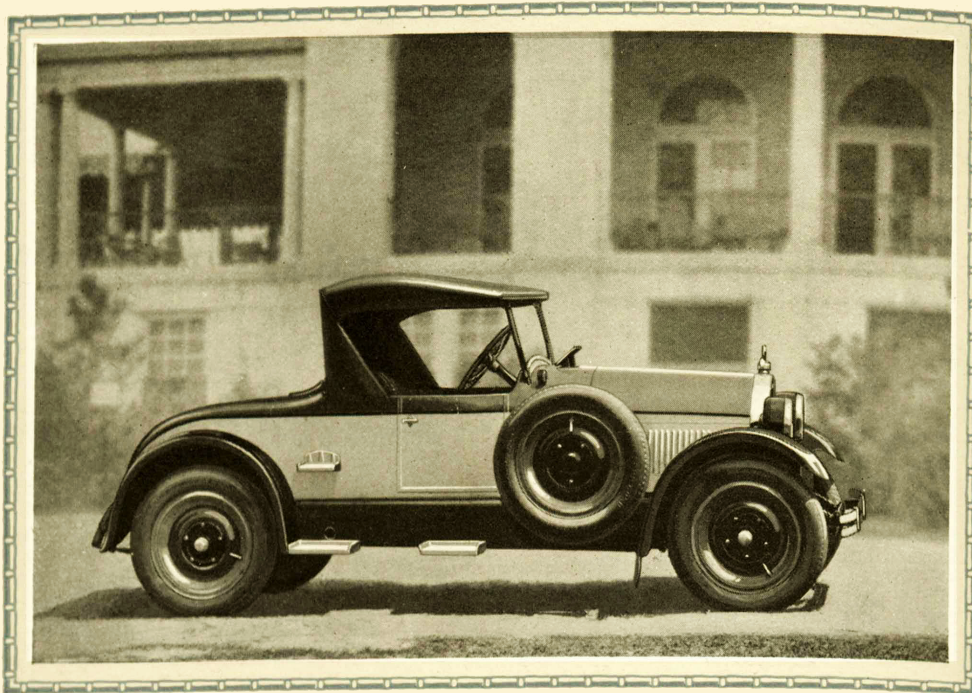
SERIES 90 LEGIONAIRE. A vigorous, care-free companion to while away the idle hours. Finished in Dual-Tones of either Gray or Green, optional. Fenders, chassis, black enamel. Nickered radiator.

pected by those who are familiar with the Davis tradition of progressive achievement. Lockheed Hydraulic Four-Wheel Brakes, operating as they do through Hydraulic pressure, rather than by mechanical means, are practically fool-proof. They require no intricate mechanical adjustments, and the hydraulic action insures absolute equalization and a smooth, powerful braking action, with a minimum of pressure on the brake pedal. The Lockheed Hydraulic Four-Wheel Brake system is the *acknowledged best!* The brakes themselves are of the external contracting type, operating on twelve-inch drums, front and rear.

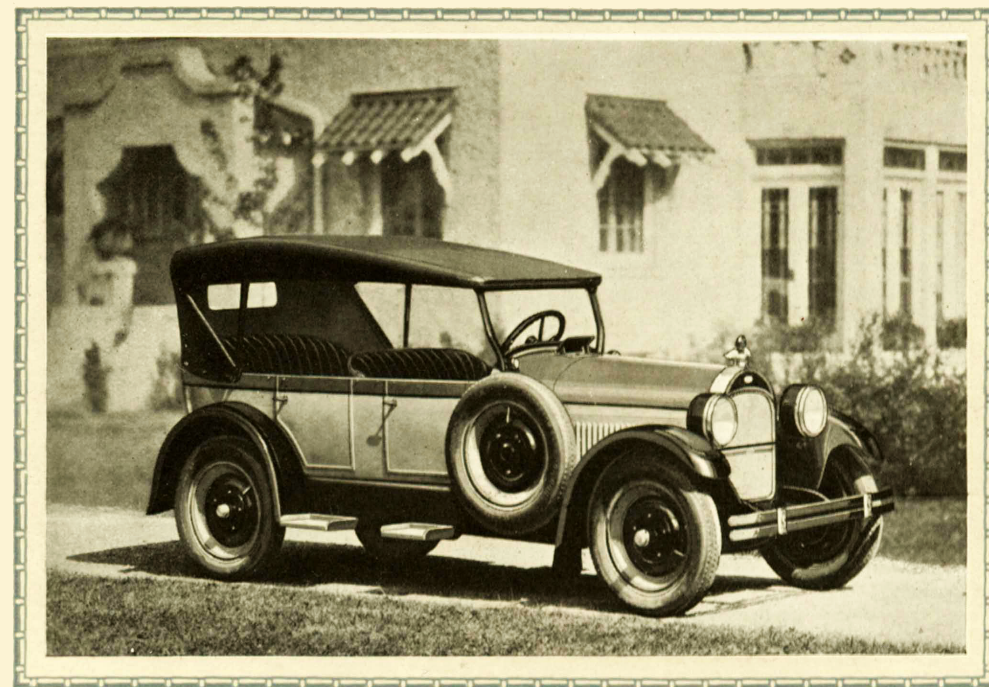
EASY STEERING WITH BALLOON TIRES

Naturally the buyer of a 1925 Davis may have balloon tires if he prefers this type. And those who choose this equipment will not find any increased difficulty in steering, even at low speeds. This inherent disadvantage in balloon tires, which has threatened to

{ Davis was first to streamline the body with the hood }

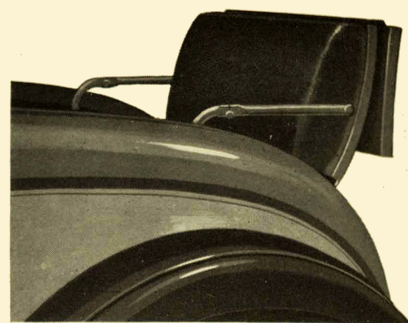


SERIES 90 MAN O'WAR. A real pal—racy in line—dependable and capable. Finished in Dual-Tones of either Gray or Green, optional. Fenders, chassis, black enamel. Nickered radiator.



SERIES 90 TOURING PHAETON. A car of rare personality—full of get-up-and-go. Finished in Dual-Tones of either Gray or Green, optional. Fenders, chassis, black enamel. Nickered radiator.

halt their increasing use, has been overcome in the Davis by the adoption of the Ross Cam and Lever Steering Gear on all models. The unique cam and lever principle of the Ross Steering Gear so multiplies the power exerted on the steering wheel that the increased steering resistance offered by the low-pressure tires is entirely overcome. In addition to the incomparable ease of steering afforded by the Ross Cam and Lever Gear, no matter what type of tires are used, Davis owners will find that it eliminates the road shock transmitted to the driver through the ordinary steering gear.



Jump-seat for two in rear deck of Roadster

(Today's Davis is the product of twenty-three years of successful manufacturing experience)

DUAL-TONE FINISHES

A new era of greater beauty in the finish of moderate-priced motor cars is heralded by the adoption of a dual-tone finish on all Davis motor cars for 1925. The Dual-Tone finish has never heretofore been used on any but the highest-priced custom built motor cars—and here, as usual, Davis leads in the field of moderate-priced, quality cars of distinction.

IN TWO COMBINATIONS

Combination No. 1:—Pyramid Gray above the black belt line moulding stripe, and Desert Sand below.

Combination No. 2:—Brewster Green above the black belt line moulding stripe, and Topango Green below.

Tops of all enclosed models are finished in black.

(The Davis company has always been guided by the same ownership and executives)



Beauty and Utility Mark Davis 1925 Body Creations

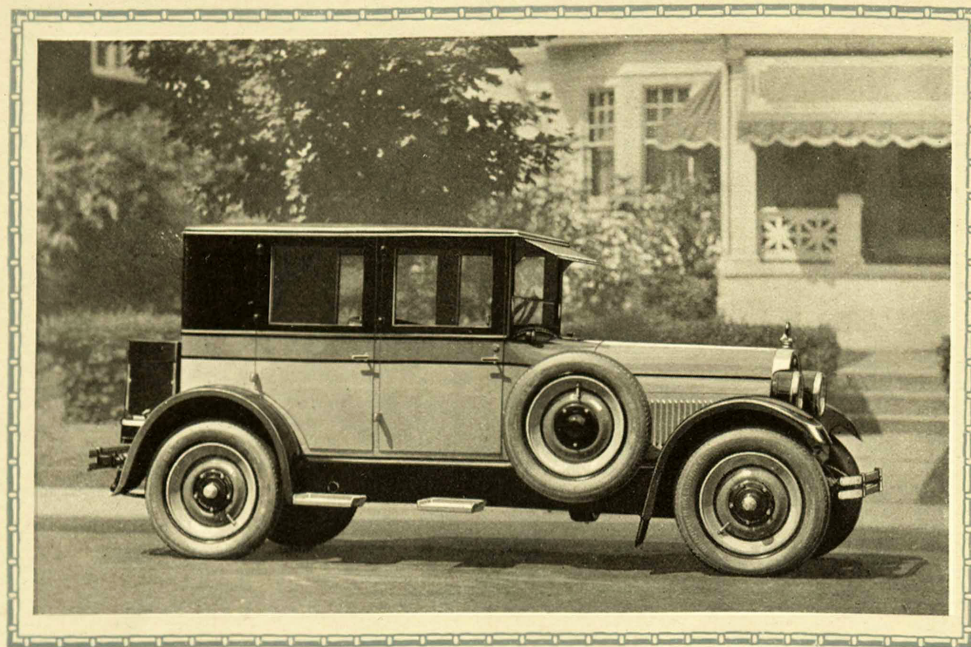
ENCLOSED MODELS

PERHAPS the most striking thing about the 1925 Davis enclosed models, aside from their obvious purity of line, is their low center of gravity—their appearance of hugging the road. Careful design and conscious effort have brought this about, without lessening the headroom which is so essential to the comfort and convenience of the occupants of enclosed cars.

The Utility Brougham, at its remarkable price, is probably the most remarkable automobile value of the year. And an inspection of this car, revealing the attention to detail, the comfortable seating arrangements, increases rather than decreases your admiration for it. The Utility Brougham is the lowest-priced, standard, three-door, five-passenger enclosed car on the market today, compared with the touring car price. A charming, companionable car, that fulfills every motoring need—winter or summer. Upholstered in finest velour, with dome light, windows raised and lowered by crank window-lifts, trunk rack at rear.

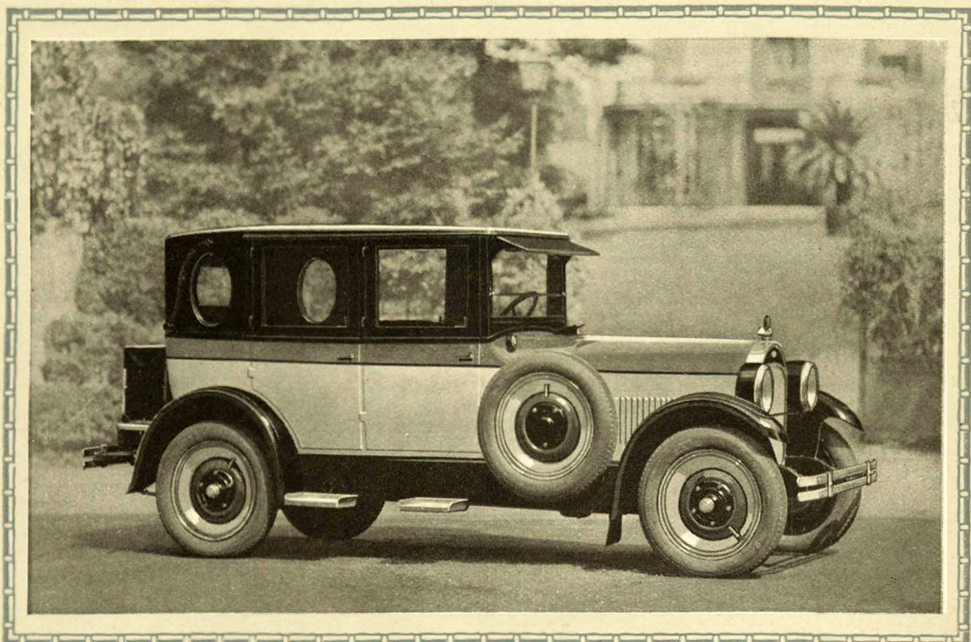
In the Berline Sedan you will find an aristocratic car, appropriate for the most formal social functions, and equally suitable and ready for the most arduous road driving. Its rich equipment leaves nothing to be desired for the comfort and convenience of the occupants. Outwardly its distinctive finish, enameled top material on rear upper body panels, oval windows and ornamental top bows make it a car of rare beauty. The designer's art and the coach-builder's craft have united in making the Berline Sedan a work of art, indeed.

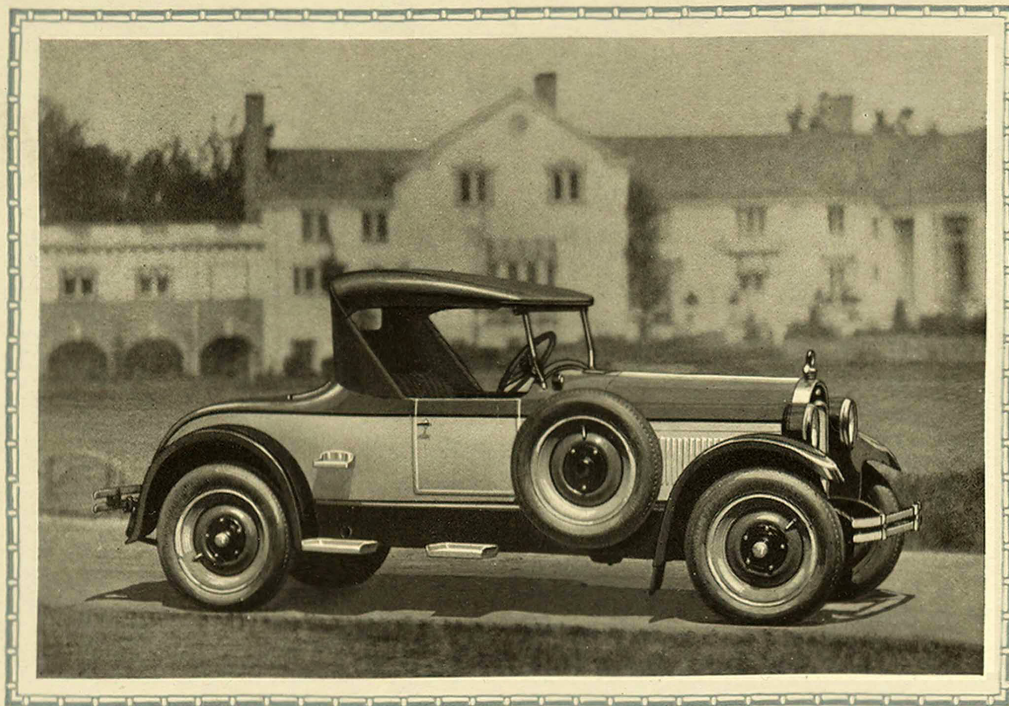
The Sedan, conventional, restrained, dignified, nevertheless has that elusive touch of genius about it that identifies it as a car typically Davis. Graceful, low-swung in line, completely equipped, and finished throughout with that minute attention to detail and



SERIES 91 MOUNTAINEER UTILITY BROUGHAM, (above). For all driving, all weather. Dual-Tone, Gray or Green, optional. Fenders, chassis, black enamel. Nickered radiator. Bumpers and trunk, extra.

SERIES 91 MOUNTAINEER BERLINE SEDAN, (below). Draws admiration wherever fine cars are gathered. Dual-Tone finish of Gray or Green, optional. Fenders, chassis, black enamel. Nickered radiator.





SERIES 91 MOUNTAINEER ROADSTER. Power, speed, and a world of sport for you in this car. Finished in Dual-Tones of either Gray or Green, optional. Fenders, chassis, black enamel. Nickered radiator.

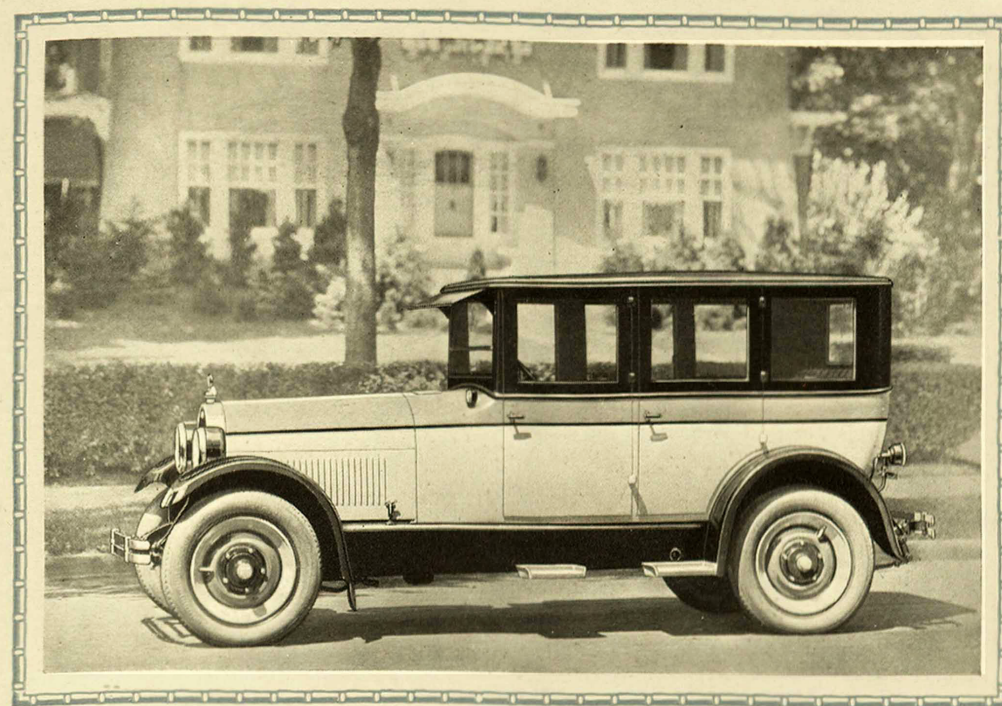
comfort which has come to be expected of Davis, the Sedan will appeal particularly to those who desire distinction, yet abhor anything which may hint of ostentation.

OPEN MODELS

A jaunty thoroughbred individuality—avoiding extremes which result in lack of dignity—characterizes the open models of both the Series 90 and 91. Trim and graceful in their lines, they bear an extremely low-swung appearance. Yet ample road-clearance has been provided, and the seats are set at the proper height from the floor to give the occupants the maximum of comfort.

The sweeping grace of line is further accentuated by the moulding stripe, which is placed just a few inches below the top of the body. Tops are hand-tailored to fit each individual body, insuring that smoothness and appearance of being an integral part of the car that makes the entire car look its best. Curtains, likewise, are

[Davis originated the center control of the gear-shift]



SERIES 91 MOUNTAINEER SEDAN. Has that elusive charm which singles it out in any company. Finished in Dual-Tones of either Gray or Green, optional. Fenders, chassis, black enamel. Nickered radiator.

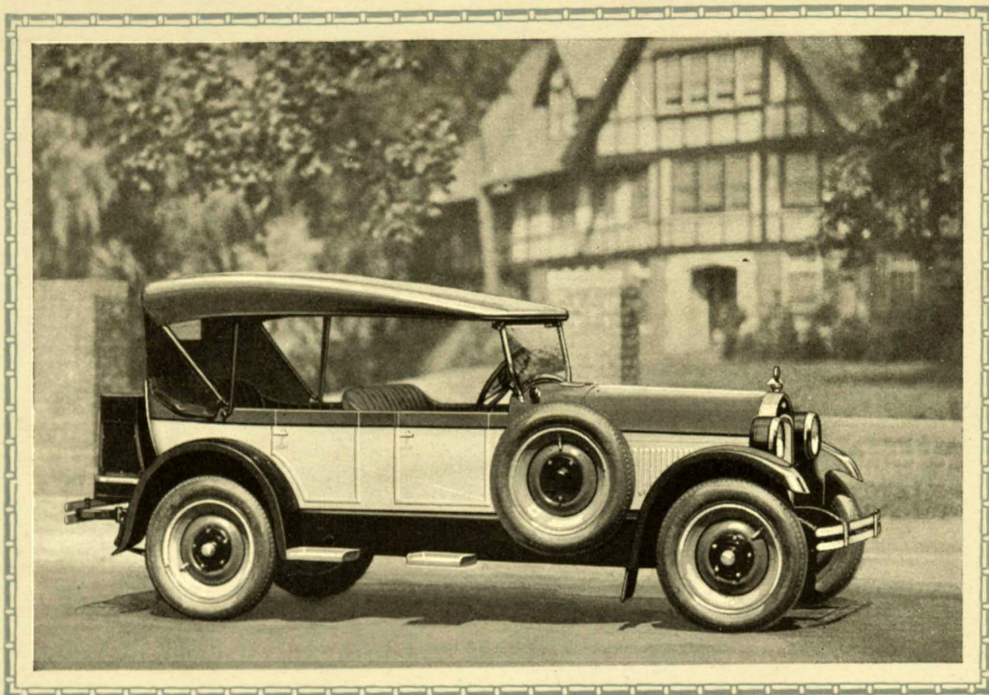
hand-fitted. They open with the doors, and are stored in convenient compartments when not in use.

The Phaeton is a five-passenger car surprisingly roomy to those who have judged it at first glance by its lines alone. Judicious arrangement of the interior provides ample room for every occupant. Seats are set at the most comfortable angle. Driving controls are conveniently located. A restful, capable motor car, in which any one may take honest pride of ownership.

The Legionaire is a swanky, four-passenger sport car, produced only in the Series 90. Rakish in line, with nickered fittings, trunk and trunk rack at rear, polished aluminum luggage rods—two extra disteel wheels at the side—it is a car that epitomizes the American spirit of youth—a carefree companion with which to while away happy hours of idleness.

There are many to whom the roadster appeals as no other type of car can. And in the hearts of these the 90 Man O'War and the

[Davis was first to design and offer a Sport Model]



SERIES 91 MOUNTAINEER PHAETON. No place too far—no road too bad, for this powerful, completely equipped car. Finished in Dual-Tones of either Gray or Green, optional. Fenders, chassis, black enamel. Nickered radiator.

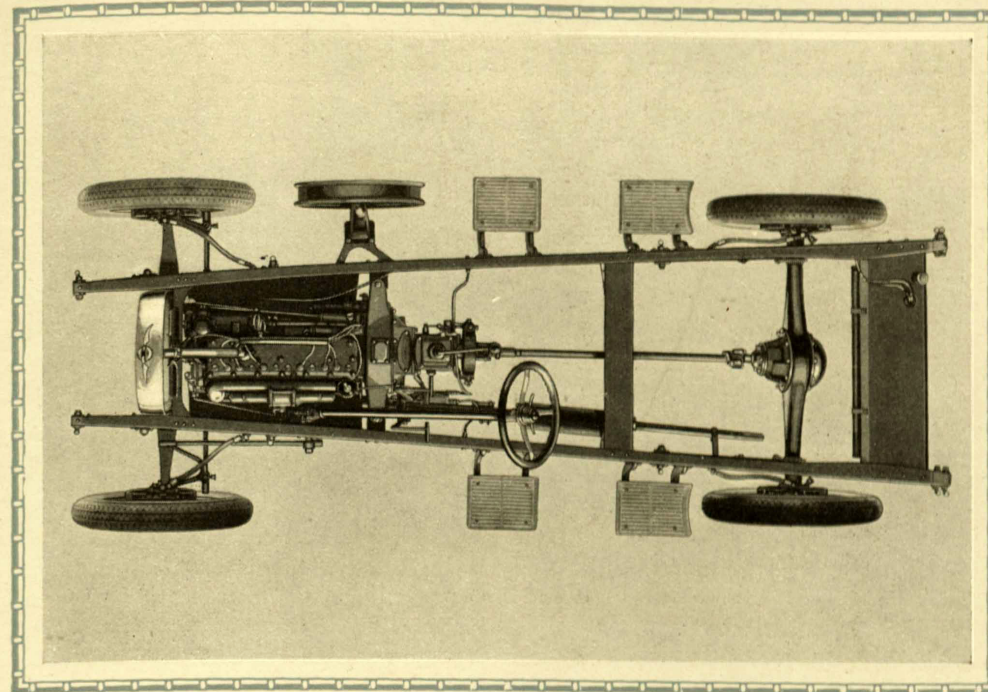
91 Mountaineer Roadster will find a place. Snug, companionable, racy, they'll more than fill your expectations. Ample room for three in the front seat, and a jump seat for two in the back deck.

EQUIPMENT

The equipment of the Davis Motor Cars for 1925 has been selected with the purpose of securing in it the finest possible combination of strength, durability, convenience and distinction. Dis-teel wheels, first adopted as standard some years ago, are used on every model. Their inherent strength, the margin of safety they provide, and their beauty are too well-known to require comment. On the Davis they are *standard*—not optional at extra cost.

Heavy nickel-plated double-bar spring bumpers are factory equipment on many models. Military steps and fenders, or running boards, are optional on all models.

(Davis is one of America's strongest independent
motor car manufacturers)



THE STURDY CHASSIS of the Davis is exceptionally simple and clean-cut in its design. Lockheed Hydraulic Four-Wheel Brakes enable the elimination of superfluous brake-rods and jackshafts, and the consequent annoying rattles and squeaks.

Throughout the Davis you will find the same minute attention to necessary details which mark the *complete* motor car. Cowl ventilator, cowl lights, Boyce Motometer, rear vision mirror, windshield cleaner, polished aluminum luggage rods on the rear body panels, and a score of other touches which attest the maker's thoughtfulness for the user's desires and needs.

THE CHASSIS

The simplicity and cleanness of the design of the Davis chassis is self-apparent. The frame is of heavy, 6-inch channel section, semi-heat treated steel, thoroughly braced and gusseted with exceptionally staunch, rigid cross-members, *hot-riveted* to the frame. Unsprung weight is reduced to a minimum.

The rugged simplicity and strength of the chassis means fewer repairs, and the accessibility of every part means cheaper repairs.

(Davis was first of large users to adopt the
Continental Red Seal Motor)

Specifications

[Davis Series 90]

MOTOR: New 7-U Continental Red Seal; six cylinders, $3\frac{1}{8}$ -inch bore by $4\frac{1}{4}$ -inch stroke, developing fifty-two horsepower at 2700 R.P.M.

FRAME: 6-inch channel section, special semi-heat treated steel, thoroughly braced and gusseted with exceptionally staunch, rigid cross members, rear cross member, $18\frac{1}{2}$ inches wide.

AXLES: New-type Timken, front and rear; Timken bearings.

BRAKES: Lockheed hydraulic four-wheel brakes operating on 12-inch brake drums, front and rear. Emergency brake operating through propeller shaft.

CLUTCH: Borg & Beck 10-inch dry disc.

TRANSMISSION: Warner selective sliding gear type, three speeds forward and one reverse.

STEERING GEAR: Ross cam and lever. Eliminates road shock and overcomes increased steering resistance heretofore caused by balloon tires and four-wheel brakes.

ELECTRICAL SYSTEM: Delco two-unit starting, lighting, ignition. Bendix drive on starter.

RADIATOR: Cellular type.

WHEELBASE: 115 inches.

TIRES: Goodrich Silvertown Cord (31 x 4). Goodrich Balloon Tires optional at extra incidental cost.

WHEELS: Five Disteel disc wheels as standard equipment.

CARBURETOR: Stromberg.

SPRINGS: Highest grade Silica-Manganese steel; rear, 52 inches long by 2 inches wide, flat-under-load type; front, 35 inches long by 2 inches wide. All spring bolts $\frac{3}{4}$ inch in diameter—spring eyes bronze-bushed.

DRIVE: Famous Davis straight-line drive, through Peters propeller shaft and Peters universal joints. When car is loaded the drive from the Continental motor to the Timken rear axle is an absolutely straight line, assuring full motor power delivered to rear wheels.

GASOLINE SYSTEM: Stewart vacuum feed from 17-gallon gasoline tank hung from rear of frame.

UPHOLSTERY: Genuine Brown Spanish leather in Phaeton. Blue pebble grain or maroon leather in Legionaire and Man O'War. Attractive, durable Baker velour in Berline Sedan, Utility Brougham, and Sedan. French plaited over curled hair pads and resilient, oil-tempered springs.

OPEN TOPS: Washable, non-fading Dupont Khaki-Rubber on Legionaire and Man O'War. On all other open tops, double-texture Ever-dry fabric, absolutely hand-tailored to each individual body. Large rectangular plate glass windows in rear, with heavy frame.

CURTAINS: Hand-tailored to each individual open body; designed to give extra light to interior and splendid vision to driver; open with doors.

WINDSHIELD: Open models, one-piece, rain-proof, clear-vision ventilating type; Enclosed models, ventilating type; Legionaire, nickel-plated.

FINISH: Dual-Tones in two combinations. Brilliant, deep and lasting. Built up from the finest paints and varnishes.

LAMPS: Extra large drum type, finished in nickel and black enamel, also cowl lights.

EQUIPMENT:

PHAETON—Klaxon horn, Stewart-Warner 75-mile speedometer, law-conforming headlights, cowl ventilator, cowl lights, rear vision mirror, windshield cleaner, aluminum military steps, skirt fenders, heavy nickel-plated double-bar spring bumper, winged aluminum radiator cap with Boyce Motometer, polished aluminum luggage rods on rear body panel.

LEGIONAIRE—Additional equipment; nickeled double-bar spring bumpers, front and rear; nickeled windshield; cowl lamps, two extra Disteel wheels, trunk and trunk rack.

MAN O'WAR—Same as Phaeton.

SEDAN—Perfection Interior Heater, door locks, dome light, cowl lamps, windows raised and lowered by crank windowlifts; other features same as Phaeton.

BERLINE SEDAN—Trunk and trunk rack, rear bumper. Other features same as Sedan.

UTILITY BROUGHAM—Cowl lights, trunk rack. Bumpers at extra cost.

Specifications

[Davis Mountaineer Series 91]

MOTOR: 8-R Continental Red Seal; six cylinders $3\frac{3}{8}$ -inch bore by $4\frac{1}{2}$ -inch stroke, developing sixty-eight horsepower at 2600 R.P.M.

FRAME: 6-inch channel section, special semi-heat treated steel, thoroughly braced and gusseted with exceptionally staunch, rigid cross members, rear cross member $18\frac{1}{2}$ inches wide.

AXLES: New type Timken, front and rear; Timken bearings.

BRAKES: Lockheed hydraulic four-wheel brakes operating on 12-inch brake drums, both front and rear. Emergency brake operating through propeller shaft.

CLUTCH: Borg & Beck, 10-inch dry disc.

TRANSMISSION: Warner selective sliding gear type, three speeds forward and one reverse.

STEERING GEAR: Ross cam and lever type. Eliminates road shock, and overcomes increased steering resistance heretofore caused by balloon tires and four-wheel brakes.

ELECTRICAL SYSTEM: Delco three-unit starting, lighting, ignition. Bendix drive on starter.

RADIATOR: Cellular type.

WHEELBASE: 118 inches.

TIRES: Goodrich Silvertown Cord (32 x $4\frac{1}{2}$). Balloon tires optional at extra incidental cost.

WHEELS: Five Disteel disc wheels as standard equipment.

CARBURETOR: Stromberg.

SPRINGS: Highest grade Silica-Manganese steel; rear, 52 inches long by 2 inches wide, flat-under-load type; front, 35 inches long by 2 inches wide. All spring eyes bronze-bushed. $\frac{3}{4}$ -inch spring bolts.

DRIVE: Famous Davis straight-line drive through Peters propeller shaft and Peters universal joints. When car is loaded the drive from the Continental motor to the Timken rear axle is an absolutely straight line, assuring full motor power delivered to the rear wheels.

GASOLINE SYSTEM: Stewart vacuum feed from 17-gallon gasoline tank hung from rear of frame.

UPHOLSTERY: Genuine leather in Phaeton and Roadster. Attractive, durable Baker velour in Berline Sedan, Sedan and Utility Brougham. French plaited over curled hair pads and resilient oil-tempered springs.

OPEN TOPS: Washable, non-fading Dupont Khaki-Rubber on Mountaineer Phaeton and Roadster; absolutely hand-tailored to each individual body. Large rectangular plate glass windows in rear, with heavy frame.

CURTAINS: Hand-tailored to each individual open body; designed to give extra light to interior and splendid vision to driver; open with doors.

WINDSHIELD: Open models, one-piece, rain-proof, clear vision ventilating type. Enclosed models, ventilating type.

FINISH: Dual-Tones in two combinations. Brilliant, deep and lasting. Built up from the finest paints and varnishes.

LAMPS: Extra large. Headlights, drum type, finished in nickel and black enamel, also cowl lights.

MOUNTAINEER SERIES EQUIPMENT:

PHAETON—Klaxon horn, Stewart-Warner 75-mile speedometer, law-conforming headlights, cowl lights, cowl ventilator, aluminum military steps, skirt fenders, heavy nickel-plated double-bar spring bumpers, front and rear, winged aluminum radiator cap with Boyce motometer, polished aluminum luggage rods on rear body panel, trunk and trunk rack.

ROADSTER—Same as Phaeton with exception of trunk and trunk rack.

SEDAN—Interior heater, rear vision mirror, windshield cleaner, door locks, dome light, windows raised and lowered by crank windowlifts; other features same as Phaeton with exception of trunk and trunk rack.

UTILITY BROUGHAM—Trunk rack. Bumpers and trunk at extra cost.

BERLINE SEDAN—Trunk and trunk rack. Other features same as Sedan.



Built of the Best